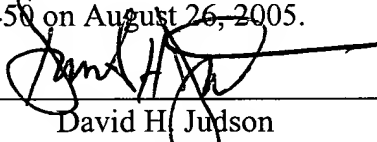


PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Ranka et al. Serial No.: 09/586,387 Filing Date: June 2, 2000 For: Method, algorithm, and computer program for optimizing the performance of messages including advertisements in an interactive measurable medium	Examiner: Elisca, Pierre E. Group Art Unit: 3621 Confirmation No.: 7011  <u>CERTIFICATE OF MAILING</u> I hereby certify that this correspondence and its listed enclosures is being deposited with the United States Postal Service as First Class Mail addressed to Commissioner for Patents; P.O. Box 1450; Alexandria, VA 22313-1450 on August 26, 2005.  Signed  David H. Judson
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AMENDMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the non-final Office action mailed February 28, 2005.

Please amend the application as indicated on the following pages, and consider the **Remarks** herein.

**Amendments to the Claims** are reflected in the listing of claims that begins on page 3 of this paper.

**Remarks/Arguments** begin on page 22 of this paper.